

ISABELLA KRINGLEN

Fisher College of Business, The Ohio State University
2100 Neil Avenue, 506 Fisher Hall, Columbus, OH 43210
Kringlen.1@osu.edu | Tel: (203) 910-5736
Citizenship: United States of America

EDUCATION

Ph.D. in Business Administration, Marketing Fisher College of Business, The Ohio State University Columbus, Ohio, USA	In Progress
Ph.D. Candidacy in Business Administration, Marketing Fisher College of Business, The Ohio State University Columbus, Ohio, USA	2023
Master of Business Administration, Marketing Fisher College of Business, The Ohio State University Columbus, Ohio, USA	2023
Bachelor of Business Administration, Marketing (<i>Magna cum laude</i>) Parker College of Business, Georgia Southern University Statesboro, Georgia, USA	2019

AREAS OF EXPERTISE

Political Psychology, Sustainability, Technological Innovation, Judgment and Decision Making, Marketing Communications, Consumer Well-being/Welfare

JOURNAL PUBLICATIONS

Shin, Hyunju, **Isabella Bunosso**¹, and Lindsay R. Levine (2023), “The Influence of Chatbot Humor on Consumer Evaluations of Services,” *International Journal of Consumer Studies*, 47(2), 545-562.

- Top 10% of the journal’s most downloaded papers
- Citations: 125

MANUSCRIPTS UNDER REVIEW AND IN REVISION

Kringlen, Isabella, Jimin Nam, Grant E. Donnelly, and Selin A. Malkoc, “Is This Store Liberal (Un)Like Me? Consumer Response to Politicized Business Operations;”
Revising for second-round review at the *Journal of Consumer Research*.

¹ Former last name was Bunosso.

WORKING PAPERS (DATA COLLECTION COMPLETE)

Kringle, Isabella and Grant E. Donnelly, “Broken Promises or Honest Disclosures? Consumer Response to Firms Overpromising but Underdelivering on Environmental Goals;” In preparation for submission to the *Journal of Consumer Research*.

SELECTED RESEARCH IN PROGRESS

Kringle, Isabella and Grant E. Donnelly, “Stay in Your Lane: The Role of Domain-Issue Fit in Consumer Response to Corporate Sociopolitical Advocacy;” Data collection in progress.

Kringle, Isabella, Jimin Nam and Grant E. Donnelly, “Caught in the Crossfire: How Political Chatter Deters Consumers from Brands;” Data collection in progress.

Malkoc, Selin A., Joseph Goodman, Jesse Walker, and **Isabella Kringle**, “Consuming Experiences in a ‘Materialistic’ Way Reduces Happiness: Decoupling Materialism by Purchase Type and Motive;” Data collection in progress.

POPULAR PRESS PUBLICATIONS

Bunosso, Isabella, Grant E. Donnelly, and Selin A. Malkoc (May 27, 2022). Keeping a Business Safe without a Mask Mandate Requires a Nuanced Approach. [*Scientific American*](#).

DISSERTATION

Chair: Grant E. Donnelly

Committee Members: Grant E. Donnelly, Jimin Nam, Xiaoyan Deng

Proposal Defense: May 24, 2024

First Essay: Is This Store Liberal (Un)Like Me? Consumer Response to Politicized Business Operations

Second Essay: Broken Promises or Honest Disclosures? Consumer Response to Firms Overpromising but Underdelivering on Environmental Goals

HONORS AND AWARDS

- Doctoral Fellow, AMA-Sheth Doctoral Consortium, The Ohio State University, 2025

- Doctoral Fellow, Haring Symposium for Doctoral Research in Marketing, Indiana University, 2025
- Fellow, Hayes Advanced Research Forum, The Ohio State University, 2025
- Nominee, Graduate Associate Teaching Award, The Ohio State University, 2024/25

PARTICIPATION AT PEER-REVIEWED SCIENTIFIC MEETINGS

CHAired SYMPOSIA

“Communicating Sustainability: Consumer Perceptions and Decision-Making in a Green Marketplace,” *Association for Consumer Research*, Washington D.C. (October 2025).

“From Materials to Messaging: Consumer Response to Sustainability Signals and Pledges,” *Society for Consumer Psychology*, Las Vegas, NV (February 2025).

“How Political Ideology and Politicized Behaviors Influence Consumer Behavior,” *Society for Consumer Psychology*, Las Vegas, NV (February 2025).

PAPER PRESENTATIONS

Kringle, Isabella and Grant E. Donnelly, “Broken Promises or Honest Disclosures? Consumer Response to Firms Overpromising but Underdelivering on Environmental Goals”

- Association for Consumer Research, 2025 (Washington D.C.)
- Society for Consumer Psychology, 2025 (Las Vegas, Nevada)

Bunosso, Isabella, Jimin Nam, Grant E. Donnelly, and Selin A. Malkoc, “Is This Store Liberal (Un)Like Me? Consumer Response to Politicized Business Operations”

- Haring Symposium for Doctoral Research in Marketing, 2025 (Bloomington, Indiana)

Bunosso, Isabella and Grant E. Donnelly, “Caught in the Crossfire: How Social Judgment Concerns Deter Consumers from Politically Active Brands”

- Society for Consumer Psychology, 2025 (Las Vegas, Nevada)

Bunosso, Isabella, Grant E. Donnelly, and Selin A. Malkoc, “Consumer Response to COVID-19 Policies in a Politically Polarized World”

- Society for Consumer Psychology, 2024 (San Juan, Puerto Rico)
- Association for Consumer Research, 2022 (Denver, Colorado)
- Society for Consumer Psychology, 2022 (Virtual during COVID-19 Pandemic)

Bunosso, Isabella, Jesse Walker, Selin A. Malkoc, and Joseph Goodman, “Consuming Experiences in a ‘Materialistic’ Way Leads to Less Happiness”

- Association for Consumer Research, 2022 (Denver, Colorado)

Bunosso, Isabella, Hyunju Shin, and Lindsay R. Levine (2019), “The Influence of Chatbot

Humor on Consumer Evaluations of Services”

- Society for Marketing Advances, 2019 (New Orleans, Louisiana)

POSTER PRESENTATIONS

Malkoc, Selin A., Gabriela Tonietto, and **Isabella Bunosso**, “Putting Free-Time to Work: The Productivity of Gained Time”

- Society for Judgment and Decision Making, 2022 (Virtual during COVID-19 Pandemic)

TEACHING EXPERIENCE

Independent Instructor

Consumer Behavior (Undergraduate) 2024

Fisher College of Business, The Ohio State University

- Overall Rating: 4.92 out of 5 (*College Average was 4.54*)

Consumer Behavior (Undergraduate) 2023

Fisher College of Business, The Ohio State University

- Overall Rating: 4.91 out of 5 (*College Average was 4.39*)

Teaching Associate

Consumer Behavior (Undergraduate) 2023

Fisher College of Business, The Ohio State University

Consumer Behavior (MBA) 2023

Fisher College of Business, The Ohio State University

TEACHING INTERESTS

Consumer Behavior, Marketing Communications, Brand Management, Advertising and Promotional Strategy, Sustainability Marketing, Market Research, Digital Marketing

PROFESSIONAL SERVICE

Trainee Reviewer, *Journal of Consumer Research*

ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)

American Marketing Association (AMA)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)
The Ohio State University Decision Sciences Collaborative

INDUSTRY EXPERIENCE

Graduate Research Associate

Fisher College of Business, The Ohio State University, Columbus, Ohio
August 2021 – Present

- Coordinate and supervise experiments for the Marketing Behavioral Research Lab.
- Design and implement experimental protocol, ensure that Research Assistants and lab participants are following the protocol, and that data collection is being conducted in a way that would not reduce the confidence of the observed results.

Digital Marketing Consultant

Freelance
June 2019 – June 2022

- Designed and executed social media marketing campaigns for brands such as Urban Outfitters, Princess Polly, Mejuri, and White Claw.

Consumer Marketing Associate

The Taunton Press, Newtown, Connecticut
May 2019 – July 2021 (Full-Time)

- Managed revenue-generating consumer acquisition and engagement initiatives across all stages of the marketing funnel for the company's four brands and products.

Marketing Research Assistant

Parker College of Business, Georgia Southern University, Statesboro, Georgia
April – December 2019 (Part-Time as my Undergraduate Capstone Work)

- Assisted several research projects including coding and analyzing behavioral experiments.
- Led collaboration between the university's Office of Communications and Marketing and the College of Business, using findings from marketing research to inform the University's marketing strategies, such as rebranding University logos.

Digital Brand Coordinator

The Taunton Press, Newtown, Connecticut
May – August 2018; May – August 2017 (Full-Time as a College Summer Intern)

- Systematized the brand's digital asset development by strategically evaluating user experience and key performance indicators. Created and distributed digital assets that optimized consumer engagement.
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RELEVANT COURSEWORK

Marketing

Consumer Behavior Seminar I
Consumer Behavior Seminar II (JDM)
Marketing Models
Marketing and Sustainability
Behavioral Approaches to Consumer Sciences

Rebecca Walker Reczek
Selin Malkoc
Alice Li, Dong Soo Kim
Grant E. Donnelly
Drew Hanks

Psychology

Principles of Social Psychology
Social Motivation
Social Cognition
Stereotyping and Prejudice

Kentaro Fujita
Lisa Libby
Russell Fazio
Steven Spencer

Methods

Statistical Methods in Psychology I
Statistical Methods in Psychology II
Research Methods in Social Psychology
Mediation, Moderation, Conditional Process Analysis

Duane Wegener
Alexander Wasserman
Richard Petty
Jolynn Pek

REFERENCES

Grant E. Donnelly

Associate Professor of Marketing
Fisher College of Business
The Ohio State University
415-235-1392
donnelly.177@osu.edu

Aravind Chandrasekaran

Interim Dean; Berry Senior Chair in Business
Fisher College of Business
The Ohio State University
614-292-4223
chandrasekaran.24@osu.edu

Jimin Nam

Assistant Professor of Marketing
Sloan School of Management
Massachusetts Institute of Technology
623-203-8618
jiminnam@mit.edu

Jesse Walker

Assistant Professor of Marketing
Fisher College of Business
The Ohio State University
303-884-3691
walker.2320@osu.edu